GREAT LAKES CHENNAI

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED

EMERGING LEADERS FOR EMERGING ECONOMIES

PGDM 2026-28 | ADMISSIONS BROCHURE



THE **GREAT LAKES** EDGE

Globally Benchmarked Curriculum

» Constantly updated and globally benchmarked curriculum with focus on key emerging areas including Digital Business, Analytics, Artificial Intelligence and Machine Learning

Extensive Industry Engagement

» Over 150 Leaders, Industry Experts and CXOs globally share their perspectives with students every year

Pioneer in Analytics

» First B-School in India to offer specialization in Analytics for full time MBA programs

» Great Lakes Analytics faculty consistently featured among the top analytics academicians in the country

Constant Innovation

» Pioneer in introducing innovative initiatives such as the one year MBA Program, Karma-Yoga and Analytics specialization

» Became the first B-School in India, to introduce AI & ML as full-time specialization to ensure that students are future ready

Global Alumni Network

» 14,000+ Great Lakes Alumni spread over 30+ countries provide a great lifelong network of leaders across industries and geographies

ABOUT GREAT LAKES

Great Lakes Institute of Management is a premier business school dedicated to shaping Business-Ready leaders for the dynamic corporate landscape. Established in 2004 by Padma Shri awardee Late Dr. Bala V. Balachandran, the institute has swiftly risen to prominence as one of India's top ranked and most innovative business schools. It is among select schools in India to gain AMBA and AACSB "Double Crown" global accreditations attesting to the quality and relevance of our programs. It is also in the NBA Tier 1 Category of leading schools in the country.

Led by exceptional academic faculty, steered by an outstanding advisory council, and buoyed by international collaborations, Great Lakes has embraced innovation as a cornerstone of its identity, consistently staying ahead of the evolving needs of businesses and the community. This commitment is evident in the institute's groundbreaking initiatives, such as being the first in India to introduce full-time specializations in Analytics, AI, and Machine Learning to establishing South Asia's first LEED platinum certified Green Campus. The globally benchmarked programs with their focus on continuous innovation and applied learning ensure that the students are Business-Ready from Day 1.

ACCREDITATIONS

AACSB ACCREDITED

ASSOCIATION OF MBAS ACCREDITED

SAQS ACCREDITED

NBA NATIONAL BOARD OF ACCREDITATION PGDM

RANKINGS

SUPER LEAGUE 2
BUSINESS STANDARD

03rd
OUTLOOK
Top Standalone Institutions

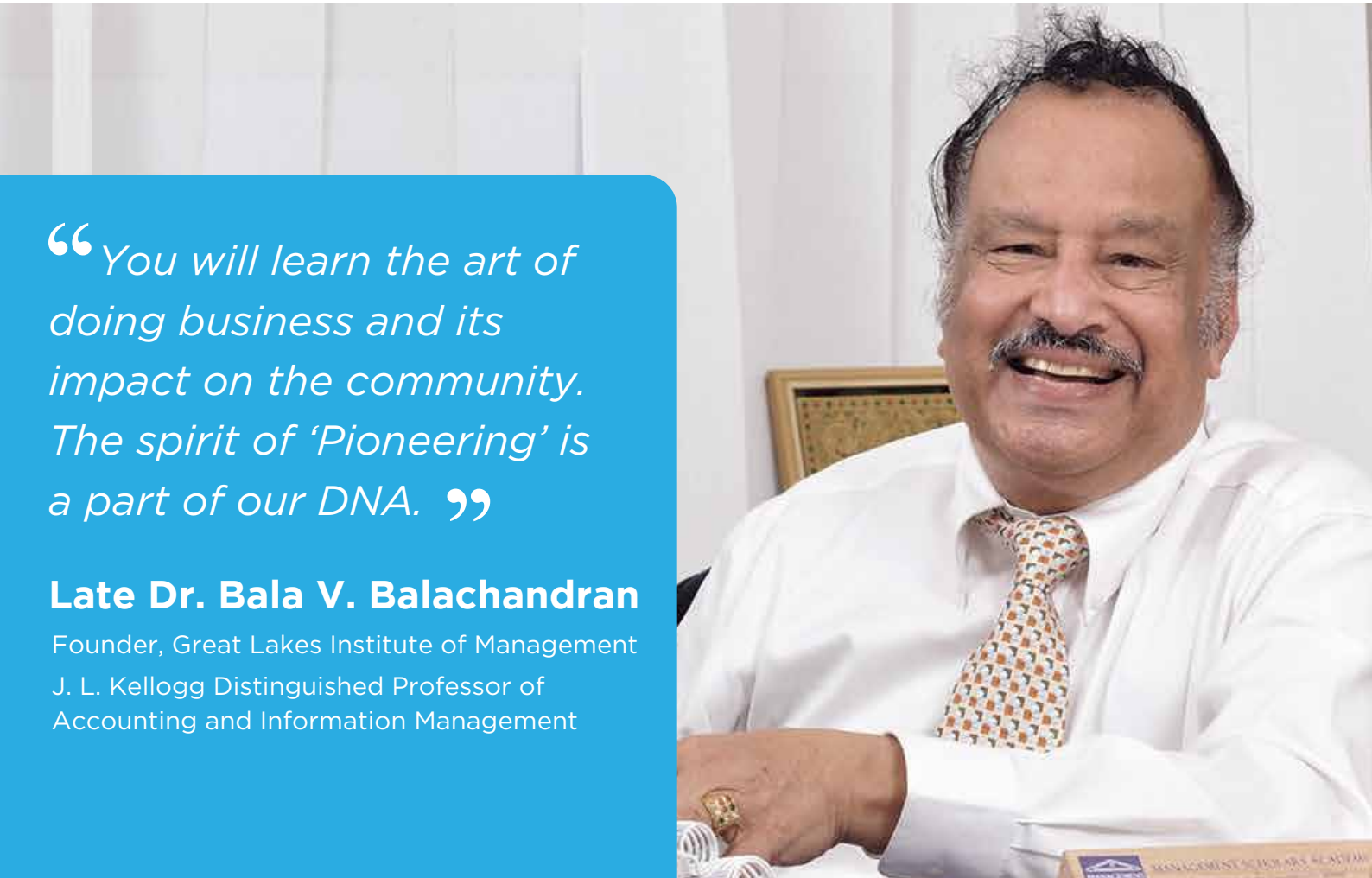
09th
BUSINESS INDIA
Top B-Schools

34th
NIRF
Management Category (2024)

CONSISTENTLY INNOVATIVE

The School of Firsts

- Among the first to introduce 1 year MBA Program in India
- Among the few Indian B-Schools with Global Faculty
- First B-School to introduce Analytics specialization
- First to introduce AI & Machine Learning in MBA
- First to introduce Karma Yoga Experiential Leadership Program
- First Indian B-School with a LEED Platinum Rated Green Campus



"You will learn the art of doing business and its impact on the community. The spirit of 'Pioneering' is a part of our DNA."

Late Dr. Bala V. Balachandran

Founder, Great Lakes Institute of Management

J. L. Kellogg Distinguished Professor of Accounting and Information Management

HIGHLIGHTS

2 Campuses in Chennai & Gurgaon	**3** Top International Accreditations	**4** International Research Conferences	**6** Collaborations with Leading Global Institutions
9 Centers of Excellence	**25+** Visiting Faculty from likes of Stanford, Kellogg and Yale	**42** Thought Leaders on Academic Advisory Council	**46** Industry Titans on Business Advisory Council
50+ Full Time Faculty	**90+** Prizes Won by Students at National Level in 2024-25	**100+** Industry Leaders interacted with students in 2024-25	**14K+** Alumni Network spread over 30+ Countries

GLOBAL ASSOCIATIONS

NUCB GRADUATE SCHOOL OF MANAGEMENT BUSINESS SCHOOL

IÉSEG SCHOOL OF MANAGEMENT

Ipag Business School

PACE UNIVERSITY

Manchester Metropolitan University

BBS MULTIPLYING OPPORTUNITIES

Frankfurt School of Finance & Management
German Excellence. Global Relevance.

University of HUDDERSFIELD
Inspiring global professionals

CHICAGO BOOTH Executive Education

جامعة عجمان AJMAN UNIVERSITY

HHL LEIPZIG GRADUATE SCHOOL OF MANAGEMENT

skema BUSINESS SCHOOL

université de BORDEAUX



THE PGDM ADVANTAGE

The two year full time PGDM helps participants transform into BUSINESS-READY MANAGERS capable of responding to complex business requirements that arise in a changing global business environment.

Unparalleled Learning Experience

» Academic and professional achievers in the class means as much learning beyond the class as inside; one of the top reasons why Alumni strongly value their time at Great Lakes

» Guest lectures and insights from eminent thought leaders and industry stalwarts

Business-ready Managers

» In a fast changing business world, where billion dollar companies are created in a few years, the PGDM allows participants to maximize their learning and create value for their future organization

» Helps transform high potential students into competent business managers and decision makers ready to deliver from day-1

Global Perspectives

» 25+ international faculty from the likes of Kellogg, Stanford and Yale, along with renowned full time faculty, give you global perspectives and unparalleled learning

» Globally benchmarked curriculum which is updated yearly with cutting edge courses to make participants Business-Ready

» Japanese and Chinese (Mandarin) languages offered

Experiential Learning

» An opportunity to work on Live Projects, collect/analyse primary survey and secondary data

» Karma-Yoga, a unique transformational program to help participants develop leadership skills while having a lasting impact in 27+ villages and improving the lives of thousands of people

» Fully mentored Empirical Study

PGDM CURRICULUM

24
Mandatory Core Courses

120 hours
Group Activity Empirical Study

60-90 days
Summer Internship Program

CORE COURSES

TERM 1

- Business Communication
- Business Statistics
- Financial Accounting for Decision Making
- Marketing Management
- Micro Economics
- Organizational Behaviour
- Problem Solving and Abstract Thinking
- Productions and Operations Management

TERM 2

- Business Environment, Law and Taxation
- Business Research Methods
- Financial Management I
- Human Resource Management
- Karma Yoga
- Macro Economics
- Optimization Models

TERM 3

- Business Analytics
- Business Ethics and Leadership
- Cost and Management Accounting
- Financial Management II
- IT for Managers
- Strategic Management
- Karma Yoga (Field Visits)

TERM 4

- Summer Internship

TERM 5

- Entrepreneurial Mindset
- International Business

TERM 6

- Boardroom simulation

PGDM ELECTIVES*

Finance

- Applied Behavioral Economics#
- Corporate Valuation
- Experiential Trading
- Financial Modelling
- Financial Risk Analytics#
- Financial Statement Analysis
- Fixed Income Securities
- Investment Banking
- Management of Commercial Banks
- Mergers and Acquisitions
- Options, Futures and Derivatives
- RIDE (Real Life Investment Decisions)
- Security Analysis and Portfolio Management
- Time Series Analysis

Operations

- Enterprise Resource Planning
- IT Strategy and Consulting
- Lean, Six Sigma and Operations Excellence
- Logistics and Distribution Management
- Production Planning and Control
- Project Management
- Risk and Resilience in Supply Chain
- Service Operations Management
- Supply Chain Management
- Supply Chain Optimization#
- Sustainable Operations
- Theory of Constraints
- Time Series Forecasting#

Analytics

- Business Applications of AI
- Deep Learning
- Financial Risk Analytics#
- Marketing Analytics#
- Natural Language Processing
- Predictive Analytics for Management
- Stochastic Modelling in Business
- Supply Chain Optimization#
- Time Series Forecasting#
- Web and Social Media Analytics#

Marketing

- Applied Behavioral Economics#
- Business to Business Marketing
- Brand Management
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Integrated Marketing Communications
- Marketing Analytics#
- Marketing Metrics
- Retailing Strategies
- Sales and Distribution Management
- Services Marketing
- Strategic Marketing
- Web and Social Media analytics#

OB/Strategy

- Agile Organizational Designs
- Design Thinking & Innovation
- Indian Management Thought for Personal Effectiveness
- Leadership and Management in a Digital Age
- Negotiation and Bargaining
- New Venture Planning
- Strategic Organizational Behaviour

**Cross-listed*

#Course design, curriculum and pedagogy are subject to revisions as and whenever deemed appropriate by the institute, and are thus subject to changes.

EXPERIENTIAL LEARNING

Great Lakes emphasizes on experiential learning, whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases, or dealing with capital markets. The end result is a business-ready manager who is sensitized to the needs of the organization as well as the society.

The Empirical Study

» Empirical study provides a platform for students to become business-ready managers by enabling them to do a real life study under the guidance of the best people from the industry and academia. In the past, some of the empirical studies have been presented in national and international conferences.

Student Committees

» Being a student centric institute, all key functions of the institute are ably supported by committed student bodies - be it admissions, placements, web management or branding.



Karma-Yoga

- Karma-Yoga, Leadership Experiential Action Program, is a real life practical lab to learn and experience the power of transformational leadership with the key focus on empowering through on education, health, agriculture and small business.
- It creates a mutual win-win situation for both - the villages get budding managers to enable them elevate themselves into their better selves, while the students acquire a first-hand understanding of what it means to transform them.

The Karma-Yoga Impact

27+
Panchayat villages under the project

60+
Village level events conducted annually

5000+
School-going children attended tuition classes, science clubs, etc.

10000+
People given individual medical attention so far





LEARNING FROM DISTINGUISHED THOUGHT LEADERS

Academic Elegance blends with Business Relevance

Great Lakes provides an opportunity for students to be groomed by transformational leaders spanning private organizations and public administration. These distinguished thought leaders give unparalled perspectives and insights, and help nurture into future business leaders.

25+
International Visiting Faculty

50+
Full Time Faculty

50+
Globally acclaimed Thought Leaders Talks in 2024-25

70+
Academic & Industry Visiting Faculty

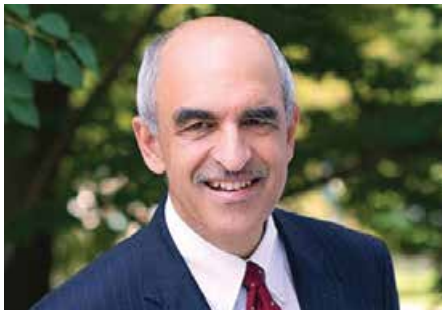


THE PROMINENT SPEAKERS

Over the years, Great Lakes students have interacted with world-leading business and academic leaders.



DR. RATAN TATA
Chairman Emeritus
Tata Sons Ltd.



DR. SRIKANT DATAR
Dean
Harvard Business School



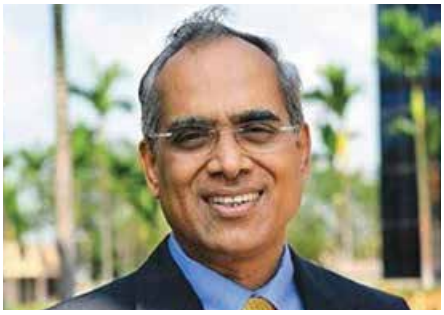
SURESH NARAYANAN
Managing Director
Nestle India



INDRA NOOYI
Former Chairman and CEO
PepsiCo



KIRAN MAZUMDAR SHAW
Executive Chairperson
Biocon & Biocon Biologics



LAKSHMI NARAYAN
Co-founder, Emeritus
Vice Chairman, Cognizant



SUMANT PADMANABHAN
Group Head Professional
Services - Americas, Adobe



DR. PHILIP KOTLER
Professor Emeritus - Marketing
Kellogg School of Management



PROF. SUNIL CHOPRA
IBM Distinguished Professor of
Operations Management,
Kellogg School of Management

INTERNATIONAL IMMERSION PROGRAM

At Great Lakes, we offer you a chance to develop global perspectives and learn international best practices through our international immersion opportunities.

The international immersion can be in the form of a dual-degree program if you're opting for IAE Bordeaux University School of Management, or a semester abroad program if you're opting for IÉSEG School of Management. These international immersion programs are designed to expose you to global markets, business practices and cultures, adding further value to your learning experience.





Dual MBA from **IAE Bordeaux**, University School of Management, Bordeaux, France



Semester Abroad at **IÉSEG School of Management,** Paris & Lille, France

ADVANTAGES

- Exchange/additional term at the partner school
- Course work including instructor led teaching, industry visits and extra-curricular activities
- Additional MBA degree or certification on successful program completion
- Opportunity to interact and network with students from the exchange school
- Exposure to an international cohort, culture and business environment





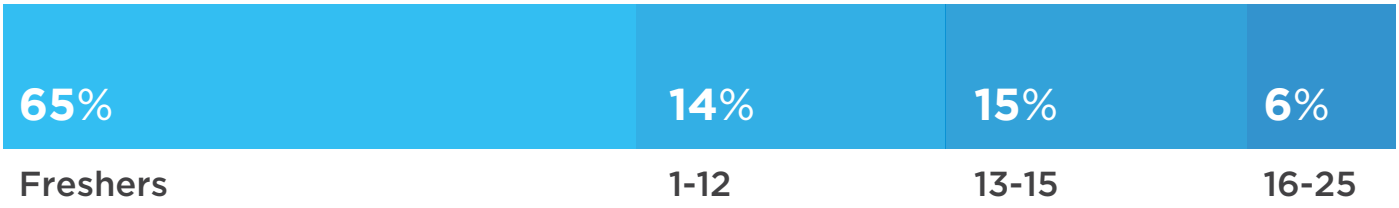
BATCH PROFILE PGDM 2024-26

1.3 Years
Average Experience

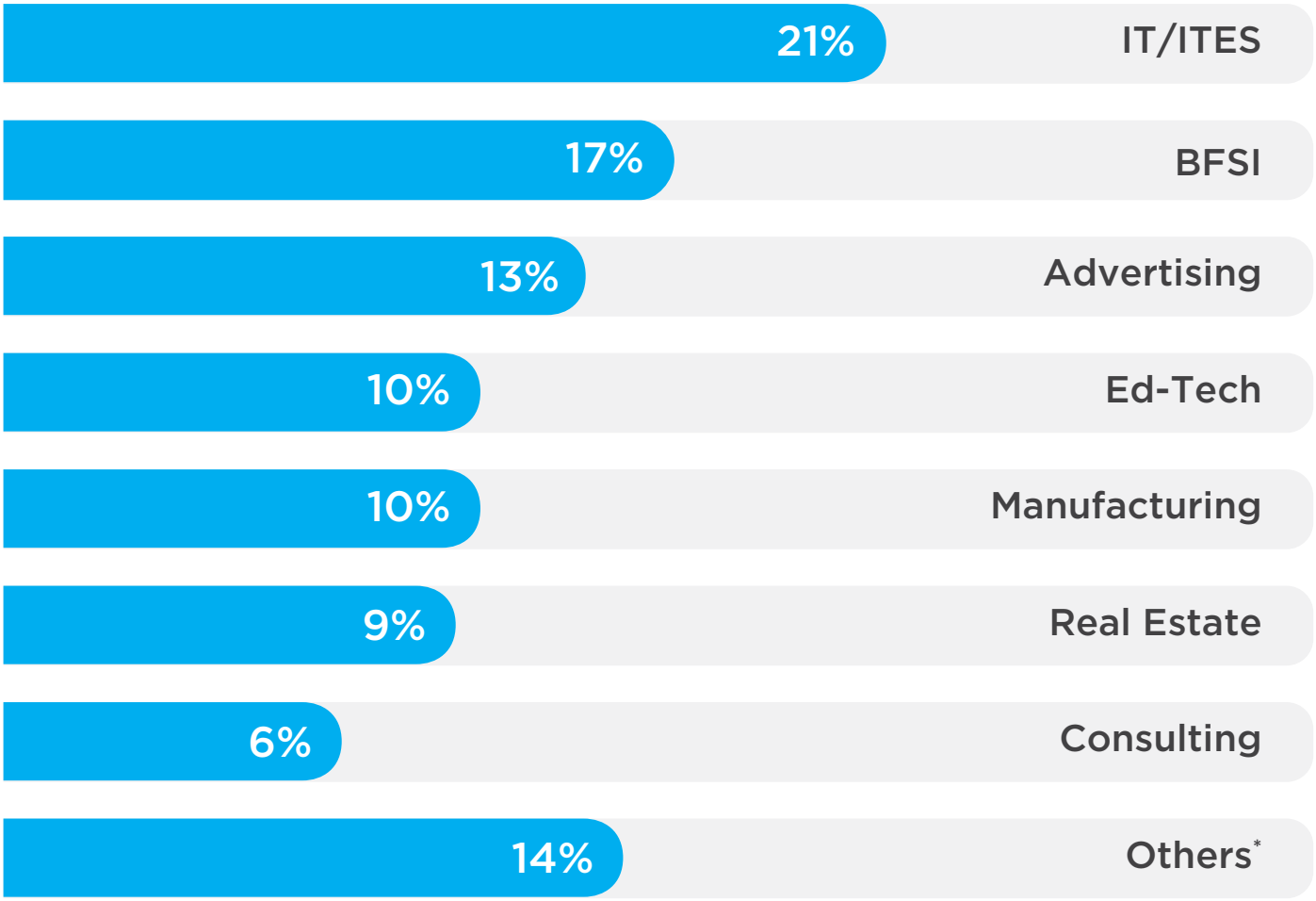
356
Batch size

30%
Female

WORK EXPERIENCE (in months)



INDUSTRY DIVERSITY (PRE MBA)



**Agriculture, Healthcare, Oil & Gas, FMCG, Textile, Telecom, Hospitality, Power etc.*

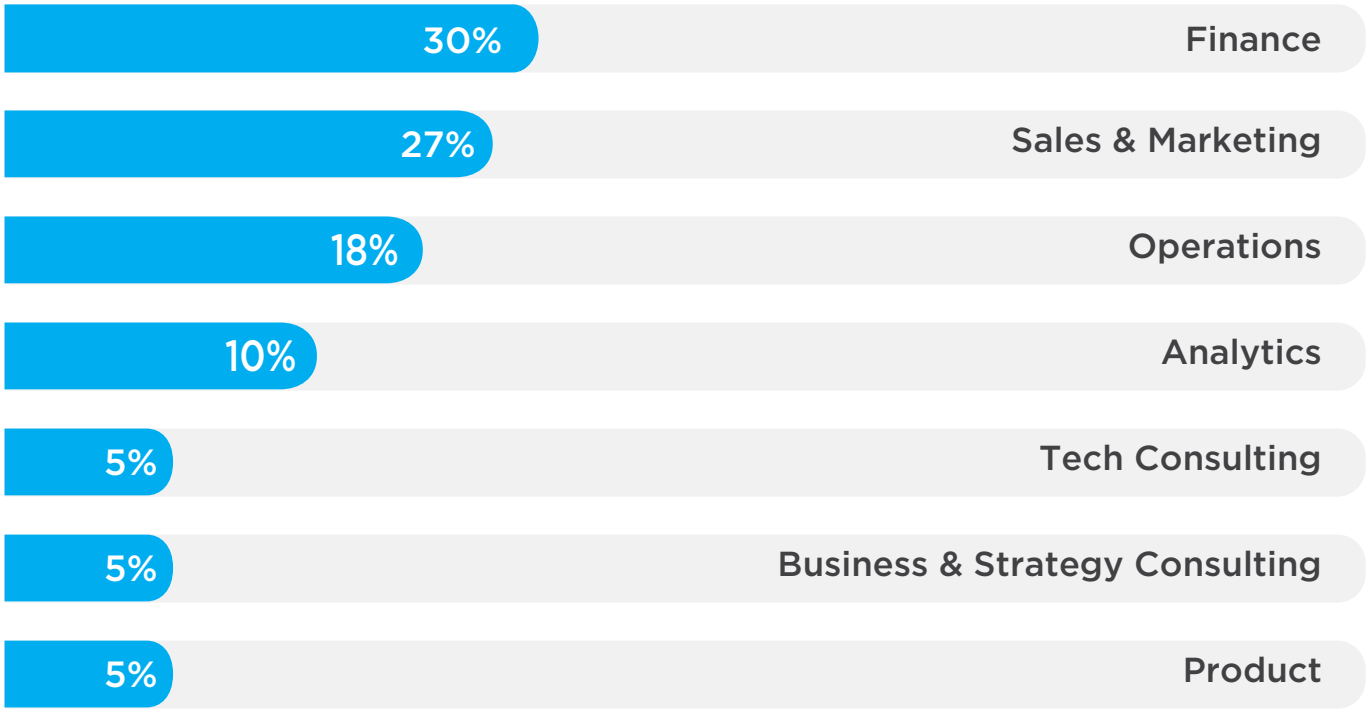
PLACEMENT REPORT PGDM 2024

37 LPA
Highest Domestic CTC

23.8 LPA
Average CTC for Top 10%

15.1 LPA
Average CTC

FUNCTION-WISE ROLES OFFERED



DIVERSE PROFILES OFFERED*

- Product Manager
- Project Manager
- Business Analyst
- Knowledge Analyst
- Financial Analyst
- Process Control Analyst
- Consultant
- Marketing MT
- Customer Success Manager
- Supply Chain Consultant

*Partial-List

LIST OF RECRUITERS*

- Accenture
- Aditya Birla Capital
- Adobe
- Adroit Aquatech Pvt Ltd
- African Industries
- Agilisium
- Airtel
- Arcesium
- Axis bank
- Axtria
- Beghou Consulting
- Berger Paints
- Black Berry
- Bosch Limited
- CAMS
- CISCO
- City Union Bank
- Client Associates
- Comviva
- Crisil
- Daimler
- Dell Technologies
- Deloitte - USI
- Deloitte India
- EID-Parry
- EY India
- Ford
- Fedex
- FIITJEE
- Genpact
- GE Aerospace
- GE Healthcare
- Godrej Capital
- Go Yubi
- GoDigit
- Hero Fincorp
- HCL Technologies
- HDFC Life
- HP
- HSBC
- Hexaware
- ICRA
- IDBI Bank
- ICICI Bank
- Infosys BPM
- ITC
- IDFC First Bank
- JK Fenner
- Jean Martin
- Kotak Bank
- Kotak Life Insurance
- Kynhood
- LAM Research
- Lenovo
- Maersk
- LatentView Analytics
- Mphasis
- Muthoot finance
- Make My Trip
- Nippon paints
- Niva Bupa
- Ovaledge
- Paques
- PayPal
- Preferred Square
- Propel
- PwC
- Quadrant Knowledge Solutions
- Schlumberger
- Sobha Reality
- Standard Chartered
- Tata Advanced Systems Limited
- Tata Communications
- Tiger Analytics
- TVS Credit
- Vivriti Capital
- Wells Fargo

*Partial-List



ADMISSIONS PROCESS

STEP 01

Online Application available on **www.greatlakes.edu.in**

STEP 02

Make a payment of INR 2000 at **www.greatlakes.edu.in**

STEP 03

Fill the online application.

Candidates have the option of either applying to Great Lakes, Chennai or Great Lakes, Gurgaon campuses separately or to both the campuses through the common application form by selecting the appropriate option in the registration form.

STEP 04

Initial Screening and PI Invite by e-mail

STEP 05

Analytical Writing Test and Personal Interview

STEP 06

Final Shortlisting and Offer Letters by e-mail

STEP 07

Offer Acceptance and Initial Fee payment

STEP 08

Course Registration and Orientation

STEP 09

Course Commencement

PGDM 2025-27 ELIGIBILITY

EDUCATION →

Bachelor's degree or equivalent in any discipline from a recognized institution with an academic track record of 60% throughout.

WORK EXPERIENCE →

0-3 Years
Freshers and candidates with strictly less than 36 months of work experience as on 30th June 2026

SCORES ACCEPTED →

GMAT 2023 or later
CAT# 2024/25
XAT# 2025/26

OTHER APPLICATION REQUIREMENTS →

Two Recommendations (provide email-ids of the recommenders, the recommenders would be contacted at a later date).

#Great Lakes uses CAT scores only for screening applications for admissions and IIMs have no role in the conduct of Great Lakes academic programs.

#Great Lakes is not an associate institute of XLRI but uses XAT scores only for screening applicants for admission & XLRI has no role to play in the conduct of any of Great Lakes Management programs.

FEE STRUCTURE 2025-27

Program & Academic Fees	Indian Students (INR)	International Students (Dollar)
Tuition & Academic Fee	9,82,000	20,500
Program Fee	5,54,000	12,000
	₹ 15,36,000	**$ 32,500**

Other Charges		
Accommodation Charges (Twin Sharing AC*)	6,12,000	7,500
Caution Deposit (Refundable)	10,000	300
Alumni Subscription	5,000	100
Total Fees	**₹ 21,63,000**	**$ 32,500**

NOTE:

1. The fee for PGDM 2026–28 is subject to revision and will be updated shortly.
2. Tuition fee is inclusive of reading material, including case studies, text books and online resources
3. The program is duly approved by AICTE
4. Students are compulsorily required to have their own laptop as per institute specifications
5. Given that the program is residential in nature, hostel facility is mandatory
6. *Students will be provided with Twin sharing Air conditioned accommodation; however, based on availability, Triple Sharing accommodation may be provided and in such cases the charges would be lower and the difference refunded post the start of the program
7. Certain non-academic aspects like housing services, & catering services, etc., may be outsourced at the discretion of the Institution and the related charges are paid to the respective service providers on behalf of students with the institute facilitating and coordinating these services
8. All meals (vegeterian) are included in the above fees; non-vegetarian food is optional and will be charged extra
9. Refund Policy: As per AICTE norms
10. Disputes whatsoever arising, if any, with the Institution / Service provider as the case may be will be subject to jurisdiction of courts in Chennai only

THE ALUMNI NETWORK

Over the past 20 years, Great Lakes has prepared its students to succeed and inspire, shaping their careers for long-term success. Today, Great Lakes alumni hold several leadership roles in well-reputed corporations around the world.

14000+
Alumni

300+
Alumni in CxO and Leadership roles

30+
Countries

NOTABLE ALUMNI



RAMYA BALAKRISHNAN
Class of 2007
Global Director - Strategy & Ops, Meta (FB), USA



HEMANT GROVER
Class of 2013
Director - Technology, Xceedance



AMISHA ARORA,
Class of 2015
Head - Customer Activation & Marketing - South Asia, H&M



HARLEEN KAUR
Class of 2016
Associate Director - Marketing,
Tata Digital

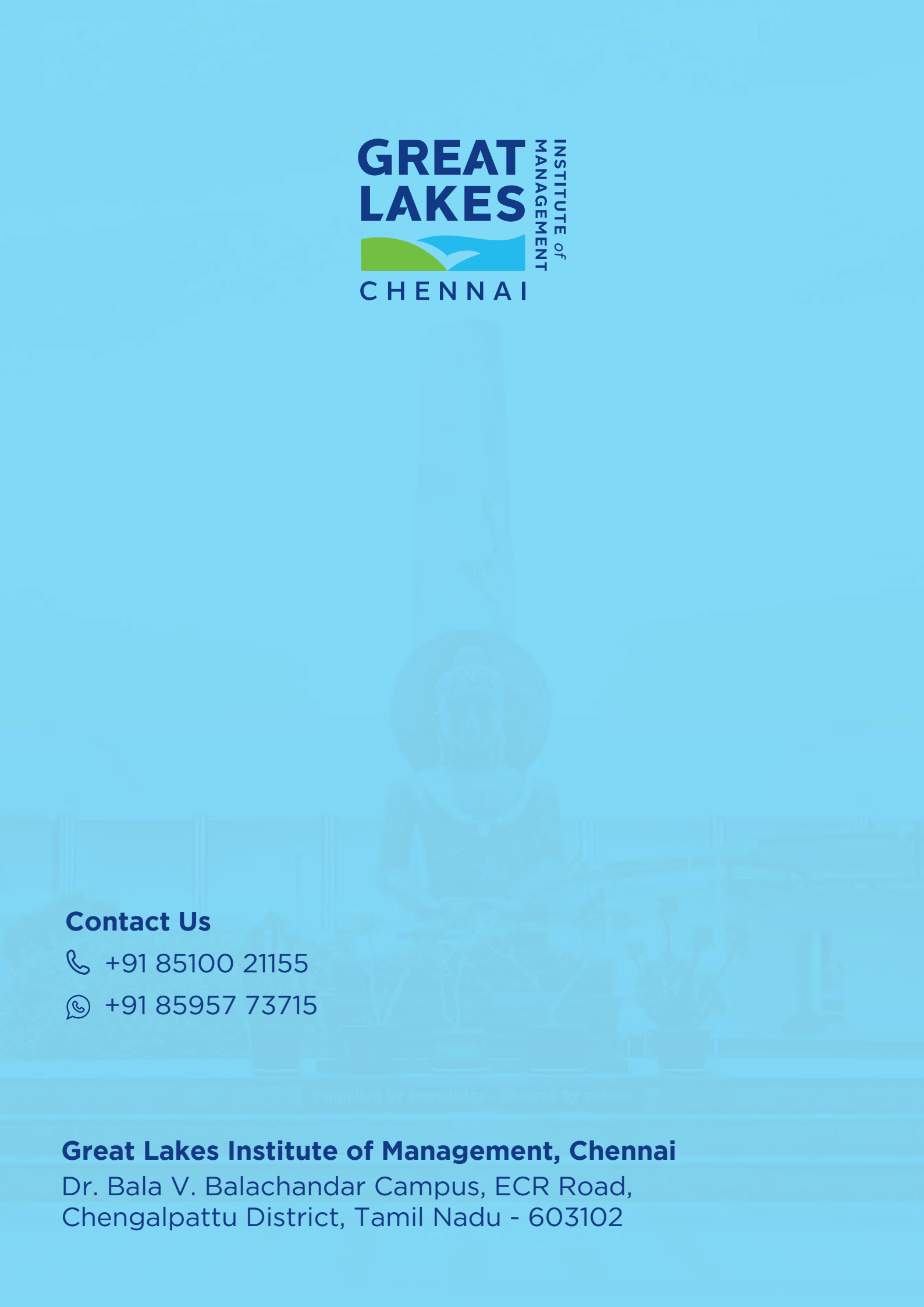


RIDHIMA ARORA
Class of 2015
Founder,
Namhya Foods



DIVYANSH NASA
Class of 2010
Partner - Transaction Strategy and Execution, EY-Parthenon

GREAT LAKES INSTITUTE of MANAGEMENT
CHENNAI



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Chengalpattu District, Tamil Nadu - 603102